

# Chairman's Newsletter

Number 25. January, 1985.

WE'VE GOT GOOD NEWS...

on the one hand, having to do with a new membership high of 301, (the magic number!), and we've enclosed the latest supplement to your membership directory to give you an idea of who's joined ISASC most recently. There was never a question that sooner or later we'd reach that elusive level. On the other hand...

WE'VE GOT BAD NEWS...

having to do with our usual new year problem of dues delinquency and member attrition that will bring on a dip below the 300 mark. At this writing (Jan. 10), even though dues notices went out with our October mailing (almost three months ago!), about half our members still have not paid their 1985 dues. We know from experience that 15 to 25 will not be paying in any event and, in effect, will have resigned. We also know that the balance eventually will pay, but quite belatedly and only after an arduous effort on our part. We're at a loss to know how to cope with this chronic problem, and would welcome any suggestions to help alleviate it.

To those who have not yet paid, we're enclosing a second and final statement, along with these reminders:

- (a) dues paid after January 15 are \$45;
- (b) members delinquent as of March 15 will be suspended, and will not receive EQM mailings until their dues are paid, nor will they be listed in the 1985 membership directory.

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## THE POWER OF THE PRESS.

And powerful it is, if our latest first-hand experiences are any indication. In mid-November, a cover story about ISASC appeared in Antiques and Auction News, resulting in a spate of inquiries from a number of scale collectors who, for some inexplicable reason, did not know of our Society. This situation was remedied forthrightly, several of them proceeded to join the fold, and we're still getting responses forwarded to us by the publication.

Also in mid-November, an article on coin scales by member George Mallis appeared in Coin World. At its conclusion it made mention of the availability through ISASC of Michael Crawforth's monograph, Sovereign Balances - Standard Rockers, and within days we received close to 20 orders, in some cases accompanied by a request for membership information. We've enclosed a copy of the articles, good examples of how publicity engenders interest in ISASC, and we would remind one and all that should your collection be written up in a newspaper or magazine, see to it, if at all possible, that mention of ISASC (and our address) is included in the article.

## CONVENTION UPDATE.

Nothing has changed since we last reported that Paris or, for that matter, any city was not to be our convention site in 1985. However, some tentative sites for 1986 have come to our attention, depending, of course, on the availability of a convention chairman/committee. At present, London, Philadelphia, Washington, D.C., and Los Angeles have been proposed, and several candidates for convention chairman have made themselves known, so in all likelihood one of these cities will come in for serious consideration.

However, on this same subject, an idea has been propounded that ISASC revise the practice of alternating its convention between Europe and the U.S., and, instead, schedule conventions independently in each



area on a frequency and city location plan that would suit each member contingent best. The theory behind this is that UK/European-based conventions are attended mainly by UK/European members and U.S. conventions are attended mainly by U.S./Canadian members. The crossover at best is minimal, and it might make more sense to treat our conventions as separate geographic events. Your officers will be considering this alternative for the future, and meanwhile, please write us if you'd like to air your views on the subject.

GAY PAREE, ILLINOIS?

With Paris no longer our 1985 convention destination, member Joe Wiley of Sullivan, Illinois, in a magnanimous gesture (albeit tongue in cheek) extended the following invitation to our Society --

"Bob:

Sorry the Paris trip fell through. You're welcome to come to my house if you want...I've got two acres, plenty of free parking, and am located on Lake Shelbyville, largest lake in Illinois. Boat launching and park 1/4 mile away, large beach one mile, golf course two miles. I belong so you can play there; also nice dining room. 14 miles from Amish County. 14 miles from Mattoon, which has Holiday Inn and other facilities. And we're only 48 miles from Paris, Illinois.

Merry Christmas to all!

Joe M. Wiley"

LITERATURE LARGEES.

It may not be necessary to remind you, but just in case it hasn't come to mind recently, take note that ISASC continues to maintain an excellent library of literature and ephemera covering the broad metrology spectrum and particularly the subject of scales. A list of our current offering is enclosed, and we suggest you approach it with an eye in mind to augmenting your personal library, assuming you don't already own everything we offer.

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## FAME ON THE FLY.

This past November, on a business visit to the North Shore Hilton in Skokie, Illinois, I entered the lobby and came face to face with a daily events bulletin board displaying a large-as-life greeting, "WELCOME TO ISACS." My initial reaction was, "How nice. But hardly a surprise. Our society is known worldwide and every member is greeted thus." Then my pleasure turned to pique. "They've misspelled our acronym. How careless. Surley they know it's ISASC." Quickly directing the bell captain to set the bulletin board straight, I recoiled from his retort, "But it's not misspelled, sir. If you'll just look here..." Ah, fame, however fleeting.

## MONEY MATTERS.

In October we reported of an intended change in our fiscal procedures, whereby a part-time bookkeeper was to be hired. Well, the plan sounded fine, but the flaw in it turned out to be that we couldn't find the right person for the job. With a need to do something quickly to see us through the very critical year-end/new year period, we recruited the services of Larry Stein, a CPA with the Beatrice Company (my son, the accountant), who has set up our books in a way that will enable us to perform bookkeeping functions internally.

To effectuate this step, we've hired a part-time administrative assistant whose duties will include simplified bookkeeping under Larry's supervision. (Larry's services, by the way, are being provided at no charge to ISASC. As he puts it, "I wouldn't have it any other way, Dad.")

# ISACS

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